

# Privacy policy

Internet site in the second level domain **.spbstu.ru** (hereinafter referred to as the "Site") uses cookies and similar technologies to ensure maximum user convenience (hereinafter referred to as "Users"), providing personalized information, memorizing preferences in the Site content and marketing, also helping to get the information the Users need. By using this site, you acknowledge your consent to use cookies in accordance with this notice with respect to this type of files. If you do not give your consent that we use this type of files, then you must properly set up your browser settings or do not use the Site.

The following agreement concerns the rules of the Site regarding personal information provided to the administration of the Site by the Users.

## 1. Introduction

This agreement concerns the use by the Site of the information received from the Users of the Site. This document also contains information about cookies and the use of cookies by the Site and third parties, and how you can reject such files.

## 2. Information for Users

While viewing any page of the Site on your computer, you download the page itself, as well as a small text file called "cookie". Cookies are used by many sites, because they allow you to do many useful things. For example, cookies can help the site owners to determine whether a particular computer (and, consequently, its User) was on this site before. This happens during a repeated visit to the site by checking the user's computer for the presence of a cookie file that has been left since the last visit.

The information that we receive through cookies helps us to provide our services to you in the most convenient way, and can also help us to understand our visitors.

## 3. Information about cookies

A cookie is a small text file, often containing a unique anonymous identifier that is sent to your browser by the Site and stored on your computer's hard drive. Each site can send its cookies to your computer if your browser's settings allow it. At the same time (in order to preserve the confidentiality of your data) your browser opens the sites only to your own "cookies", but does not allow them to use the same cookies left by other sites.

Cookies store information about your preferences on the Internet. Users can configure their computers to automatically accept all cookies, or to warn them each time the site tries to write a cookie on the user's hard drive, or to reject any cookies at all. The latter option means that some personal services will not be provided to users, and also that the users who choose such settings will not be able to have full access to all sections of the Site.

Each browser is unique, so you should go to your browser's "Help" function to learn how to set up cookies.

If you set up your computer to reject any cookies at all, you can still visit the Site anonymously until you want to use one of the Site's services.

Cookies are widely used by the Site owners to ensure the proper operation of the site and to improve its performance, as well as to obtain analytical information.

The Site and service providers can use different types of cookies on their Internet resources:

- **Strictly necessary cookies.** These cookies are necessary for the site to work correctly, and they will allow Users to surf the Site and use its facilities. These files do not identify the personality of the User. If the User does not agree to use this type of files, this may affect the performance of the Site, or its components.
- **Cookies with the information about the performance, efficiency and analytics.** These files help us understand how Users interact with the Site by providing information about the pages they visited and the period of time they spent on the site. These files also show problems in the work of an Internet resource, such as error messages, thereby helping to improve the site performance. Analytical cookies also help us measure the effectiveness of ad campaigns and optimize the content of sites for those who are interested in our advertising. This type of cookies will not be used for your identification. All information that is collected and analyzed is completely anonymous.
- **Functional cookies.** These cookies can be used to identify the Users repeatedly using the Site. They allow you to individually select the content of the Site for the User. If the User blocks this type of files, this can affect the performance and functionality of the website and may limit access to the Site content.
- **Advertising cookies.** These files record information about the User actions on the Internet, including visits to sites and pages, as well as information about the links and ads that the User chose to view. One of their tasks is to show on the websites the content, which is most interesting for the User. Another goal is to provide advertising or other information in accordance with the interests of the User.

## 4. Collection and use of information

Cookies are used for a variety of purposes, including the following:

- Facilitate obtaining information to yourself and third parties about the visits to the Site by the Users.
- Analyze information about the visits to the Site in order to improve the Site.
- Place the advertisements, messages and content created by us and third parties on this Site and other websites, taking into account the interests of the User.

- Assist the User in obtaining the necessary information.
- Determine the number of visitors and how they use our site - in order to increase the effectiveness of the site and understand the interests of the visitors.

## **5. How long the cookies are stored**

Some cookies are in effect from the time you log on to the site until the end of this particular session of work in the browser. When you close the browser, these files are no longer needed and are automatically deleted. Such cookies are called "session" cookies.

Some cookies are also stored in the interval between work sessions in the browser - they are not deleted when the browser is closed. Such cookies are called "persistent" files. The period of time the persistent files are stored varies for different cookies. We, as well as other companies, use persistent cookies for various purposes: for example, to determine how often you visit our pages or how often you return to them, how the use of the Site is changing over time, and to evaluate the effectiveness of advertising.

Cookies can be placed on your device by the administration of the Site. These cookies are called "own". Some cookies may be placed on your device by other operators. Such cookies are called "third party" files.

We, as well as third parties, can use cookies to find out when you visit the Site and how you use the content. Based on cookies, the information that is not associated with the identification of individual users (for example, the information about the operating system, the browser version or the URL from which the transition to this page is made, including from an email or an advertisement), can be collected and used by the cookies. Thus, we can provide you with more opportunities and analyze the ways of visiting the sites. This technology allows you to count the number of users who visited a particular section by clicking on a link from a specific banner outside this site, by a text link or images included in the newsletter. In addition, it serves as a tool for collecting general statistics about the use of the site for analytical research and helps us to optimize our sites and to offer advertisements in accordance with your interests, as detailed below.

## **6. Using cookies in Internet and mobile advertising**

Together with third parties, including technology partners and service providers, we participate in a user-oriented advertising activity, providing advertising and personalized content, which, in our opinion and in the opinion of other advertisers, will be of interest to you. Third-party vendors use cookies when providing services for us or other companies; in such cases we do not control the use of this technology or the information obtained and are not responsible for any actions or policies of the third parties.

Advertisements can be given to you basing on your activity on the Internet or your use of mobile devices, as well as taking into account your actions while searching, your responses to one of our advertisements or e-mails, pages visited by you, your geographic location or other information. Such advertisements can appear on our website or on the websites of third parties. Technological partners with whom we cooperate and who help us to carry out advertising campaigns according to your interests, can be participants of self-regulating associations. On this Site you can also see third-party advertisements depending on the web pages you visit and what actions you perform on our Site and on other sites.

## **7. Using web tracking and cookies**

We use software to determine the number of users visiting our website, and the frequency of visits. We do not use programs to collect personal data or IP-addresses of the individuals. Data is used anonymously for statistical purposes, and also for the development of the website.

We do not create an individual profile of your actions on the Internet. The content of persistent cookies is limited to the identification number. Your name, email address, IP address, etc, are not saved.

There is an exception: GoogleAnalytics cookies.

GoogleAnalytics cookies can be used to a certain extent. These cookies use the IP address to recognize the user, but do not identify them personally. In other words, information is collected anonymously. Cookies collect information about how the Users use the Site, and then this information is used to generate reports and help us to improve the Site.

Alternatively, you can opt out of using GoogleAnalytics cookies to track your activity on all websites by following the link: [GoogleAnalyticsOpt-outBrowserAdd-on](http://tools.google.com/dlpage/gaoptout) (<http://tools.google.com/dlpage/gaoptout>)

## **8. Third-party cookies**

### **Information Sharing Tools**

The Site provides information exchange buttons that allow visitors to bookmark a page and share it with their favorite social networks. When you click on one of these buttons, the social media you selected for sharing information can create a cookie. The site does not control the use of these cookies, so you should contact the appropriate third party's website for more information.

### **Third-party cookies in inserted content**

Please note: as you can see, when visiting some pages of our websites, cookies are created that are not related to the Site. When you visit a page with the content inserted, for example, from YouTube or Vimeo websites, these service providers can create their own cookies in your

browser. The site does not control the use of these cookies and will not access them because of the special features of the cookies - only the third party that created them originally has access to them. Look for more information about these cookies on third party websites.

### **Web beacons**

We use analytical web services, for example, Yandex.Metrics, GoogleAnalytics, Woopra, Piwik, which help us understand how people use our websites, and thus ensure their performance, usability and relevance of the content. These services use such data collection technologies as web beacons. Web beacons are small electronic images that place cookies, count the number of visits and evaluate the usage rates and the effectiveness of the website. This information also helps us understand what kind of information is interesting for the visitors to our sites, and provide an individualized content of our websites. Web beacons are anonymous, as they do not contain or collect any information identifying you.

The information is anonymous and is used solely for statistical purposes. Data from web analytics and cookies will not be used to identify you, as they never contain personal information, neither your name nor email address.

## **9. Managing cookies**

You can disable the function of saving the cookies, restrict them to specific websites or set the notification about sending the cookies in your browser. You can also delete cookies at any time from your computer's hard drive (file: "cookies"). Please note: in this case, the display of pages and the guide to using the sites will be limited.

Most browsers allow you to manage cookies through the browser settings.

Not all visitors to our site use web browsers. For example, some users access websites or applications from their mobile devices. In this case, disabling cookies or changing the settings of a web browser will probably not be possible.

To opt out of tracking your activity on all sites through Google Analytics, please visit the following page: <http://tools.google.com/dlpage/gaoptout>.

Most Internet browsers are initially configured to automatically accept cookies. The user can change the settings so that the browser blocks the cookie or warns the user when the files of this type are sent to the device. There are several ways to manage cookies. Please read the instructions of the browser in order to learn more about how to adjust or change the browser settings.

If you disable the cookie, this can affect the work of the User in the Internet. If the User uses different devices to view and access the Site (for example, a computer, a smartphone, a tablet, etc.), they must make sure that the browser on each device is configured for working with cookies.